

**WORLD BREASTFEEDING WEEK DATA  
NSP SECTION 6-10  
2000-2001**

#	Local WIC Agency	Display the Governor's Proclamation?	Obtain a County Proclamation?	Present a talk to a group of health care providers?	If YES, who is the target audience?	Mount a special display in the WIC waiting area?	Display breastfeeding information in a local library?	Submit an article for the newspaper (article must be approved by WIC Branch prior to print)?	Conduct a breastfeeding baby fair?	Provide a breastfeeding booth in the community?	Conduct a breastfeeding promotion contest (i.e. essays, posters)?	Other	Other WBW Promotion Ideas
1	Alameda County Health	YES	N/A	NO		YES	N/A	YES	NO	NO	NO	YES	Created display at Public Health Dept. that publicized support skills and BF services available at WIC. BF promotion among staff.
2	Alliance Medical Center	YES	YES	NO		YES	YES	NO	YES	YES	YES	NO	
3	American Red Cross	YES	NO	NO		YES	YES	YES	NO	YES	YES	YES	Promotion presentation at staff mtg., Participant raffle, BF quiz, BF WAF inserts, BF story in Kid's Club classes, Breastpump display, crafts.
4	Antelope Valley Hospital WIC	YES	NO	YES	Antelope Valley Hospital Nurses from NICU, L&D, Postpartum, Nursery	NO	NO	NO	NO	NO	YES	YES	Submit WBW info as letter to editor in local paper- generates many letters that keeps BF in spotlight for weeks. Culturally diverse participants who have BF for 1yr+ interviewed by local paper/cable news. Celebrations within BF support groups including certificates/gifts to moms. Coalition sent letter to Pediatricians, OBs, Family Practitioners offering office inservice. WIC Staff BF Program evaluation workshop and review of Best Start Three Step Counseling Strategy, set agency goals for next year.
5	Berkeley, City of	YES	YES	YES*	OB and Pediatric MDs that work at Alta Bates Hospital	YES	NO	NO	NO	YES	NO	YES	Delivered BF materials for use in private M.D.'s offices
6	Butte County Dept. of Public Health	YES	YES	NO		YES	NO	YES	NO	NO	NO	YES	Gave certificates of appreciation to BF mothers
7	Catholic Healthcare West Northstat	YES	NO	NO		YES	YES	YES	NO	NO	NO	YES	Walk for Breastfeeding co-sponsored by La Leche League. Breastfeeding goodie package drawings at each CPSP clinic, La Leche League, Health Dept. and WIC clinic.
8	Central Valley Indian Health	YES	NO	YES	Collaborated with Fresno Co. Task Force to reach Physicians/Nurses	YES	YES	NO	YES	NO	NO	YES	BF Reception at WIC to honor BF moms and promote peer counseling. Collected healthy cookie recipes from WIC participants/staff and printed cookbooks as a gift to BF moms.
9	Clinica De Salud Del Pueblo	YES	YES	YES	Nurses/Nursing Assistants/Nursing Students	YES	NO	NO	NO	YES	NO	YES	2nd Annual "Biggest Baby Shower" for all BF moms in community. Lactation Consultant gave in-service to staff about advanced issues in BF
10	Clinica Sierra Vista, Inc.	YES	YES	YES	Health Care Providers	YES	YES	YES	NO	YES	YES	YES	Class of the Month: "Breastfeeding Bingo" Special Celebrations at WIC sites to recognize BF mothers of past year.
11	Community Medical Centers, Inc.	YES	YES	NO		YES	NO	NO	YES	YES	YES	NO	
12	Community Resource Project Inc.	YES	YES	NO		YES	NO	NO	NO	YES	YES	NO	
13	Contra Costa County	YES	YES	NO		YES	NO	NO	NO	YES	NO	YES	Letter writing campaign for BF support legislation in Sacramento.
14	Del Norte Clinics, Inc.	YES	YES	YES*	Del Norte Clinics, Inc. Physicians and Mid-Levels Health Care Providers	YES	NO	NO	YES	YES	NO	YES	BF Street Banner, BF Baby Fair in Marysville and Colusa
15	Delta Health Care	YES	YES	YES*		YES	NO	YES	NO	NO	YES	YES	During WBW essays collected, "Share your BF experience" Essays posted at WIC site and winner selected by WIC staff.
16	E Center	YES	NO	NO		YES	NO	NO	NO	NO	NO	YES	Displayed "BF Loving Support" Banner on WIC building during the month of August. Donated BF books/videos to local library.
17	El Dorado Co. Dept./Comm Svcs.	YES	NO	NO		YES	YES	NO	NO	YES	NO	YES	Coordinated WBW activities w/ El Dorado County BF taskforce
18	Food & Nutritional Services Inc.	YES	YES	NO		YES	YES	NO	NO	YES	NO	YES	Promotional mailing to all health organizations/providers announced our new Lactation Center
19	Fresno County E.O.C.	YES	N/A	YES*	Teens	YES	YES	YES	YES	YES	NO	YES	Decorated with "Loving Support" banners at EOC and local hospitals. BF info in EOC elevators, EOC check stub notes, Raffle "Loving Support" tote bags in Prenatal and BF support classes
20	Gardner Family Care Corp	YES	NO	NO		YES	YES	NO	NO	NO	YES	NO	

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21	Harbor - UCLA Research & Educ. Human Resources	YES	NO	NO		YES	YES	NO	NO	YES	NO	YES	Invited exclusive and long term BF women to give testimonials to prenatal classes and publicly honored them with gifts and certificates; inserted relevant BF messages into all classes; decorated sites using photos of BF participants, pats' words about BF, and unusual info about BF; booths at hospitals; library displays with BF info; initiated protocol to give BF related incentives to exclusively BF ppts.
22	CNCL/Mthrlode	YES	NO	NO		NO	YES	NO	YES	YES	NO	YES	Raffle for handmade blankets. Gave out BF magnets, bumper stickers, bibs
23	Humboldt County	YES	NO	YES		YES	YES	NO	NO	NO	YES	NO	
24	Indian Health Center of SCV	YES	YES	NO		YES	NO	NO	NO	NO	NO	NO	
25	Inyo Co. Dept of Health & Human	YES	NO	NO		NO	YES	NO	NO	NO	YES	NO	
26	Kern County E.O.C.	YES	YES	NO		YES	YES	YES	NO	NO	NO	YES	Raffle for BF moms at Main WIC office. Acknowledged WIC BF moms w/ gift. Participated in BF interview on Spanish/English radio stations. Distributed WBW Flyers to Head Start/ Child Care Providers
27	Kings County Health Dept.	YES	YES	NO		YES	YES	NO	NO	NO	NO	NO	
28	La Clinica De La Raza	NO	NO	NO		YES	NO	NO	NO	NO	NO	NO	
29	Long Beach WIC Program	YES	YES	YES*	Public Health Nursing Collaborated with BF Task Force to target Madera Community Hospital	YES	YES	NO	NO	YES	YES	YES	Provided incentives to BF moms. Told BF stories to children at local library.
30	Madera County	YES	YES	YES*		YES	YES	YES	YES	YES	NO	YES	Provided WBW Packets and promotional items (tape measures and wall clocks) to Health Care Providers.
31	Marin Co. Health & Human Services	YES	YES	YES*	MDs, nurses, midwives at Marin General Hospital, Marin Maternity services, Marin Community Clinic	YES	NO	NO	NO	NO	NO	YES	Every BF mom received certificate and gift in August. BF display at Community Clinic, Marin General Hospital lobby
32	Mendocino Co. Dept. of Public	YES	YES	YES*	Local Physicians	YES	NO	YES	NO	NO	NO	NO	
33	Merced County Comm. Action Ag.	YES	NO	NO		YES	YES	NO	NO	NO	NO	YES	BF mothers entered drawing for gift baskets(on display)during month prior to WBW. At the end of the week names were drawn. At the end of the week names were drawn.
34	Mission Hospital Camino Hlth Ctr	YES	NO	NO		YES	NO	NO	NO	NO	YES	YES	Provided BF rewards/incentives to participants( BF pins, stickers, photo magnets)
35	Monterey County WIC	YES	YES	NO		YES	YES	NO	NO	NO	NO	NO	
36	Napa Co. Health & Human Services	YES	YES	NO		YES	YES	YES	NO	YES	NO	YES	Many activities in collaboration with Napa Valley BF Coalitions and other Community Partners. Infant Massage Demonstration, Prenatal/PP Exercise Seminar, Q/A Panel of current & experienced BF moms, Touchpoints: Infant Interactions Seminar
37	Nevada Co. Public Health Dept.	YES	YES	NO		YES	NO	YES	NO	YES	YES	NO	
38	North County Health Services	NO	NO	YES*		YES	NO	NO	NO	NO	NO	YES	Certificates and gift of recognition given to all BF moms, partial and exclusive, in August
39	Northeast Valley Health Corp.	YES	NO	YES*	Nurses	YES	YES	NO	YES	YES	YES	YES	Created a display board for OB, Pediatric & Public Health offices. Conducted BF promotion presentations at local agencies.
40	Northeastern Rural Health Clinic	YES	NO	NO		YES	YES	YES	NO	NO	NO	YES	Used a peer counselor to expand hospital follow -up contacts with breastfeeding mothers in the community
41	Orange County	YES	NO	YES*	OB offices/nurses	YES	YES	NO	NO	YES	NO	YES	Raffles, Poster Contests at clinic locations, BF messages in WAFs

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42	Orange/San Bernadino County PP	YES	YES	YES*	Hospital staff	YES	NO	NO	YES	YES	YES	YES	WIC Planned Parenthood will issue invitations (RSVP) to all BF moms for a Tea Party and present certificates, testimonials, parlor games and prizes. Vietnamese and Hispanic newspapers will be invited to take pictures for possible press release.
43	Pasadena WIC Program	YES	NO	NO		YES	YES	NO	NO	NO	NO	NO	
44	Placer County Health Dept.	YES	YES	YES		YES	YES	YES	YES	YES	YES	YES	Sponsored a poster contest with local high schools, displayed poster at local library
45	Plumes Rural Services, Inc.	YES	NO	YES*	Physicians	YES	NO	YES	NO	YES	YES	YES	Created display in bookstore window consisting of packets promoting BF & the workplace
46	Public Health Fdn Ent(PHFE)	NO	NO	YES*	MDs office staff	YES	YES	NO	NO	YES	YES	YES	Invited physicians to speak at WIC sites. Invited legislators to visit WIC sites Sent paycheck inserts to local businesses, gave window decals to local businesses
47	Riverside Co. Dept of Health	YES	NO	YES*	County Hospital Health Professional s	YES	NO	NO	NO	YES	YES	YES	WBW was the kick-off for employee BF support program, county-wide.
48	Riverside/San Bern.Co. Indian Health	YES	NO	NO		YES	NO	NO	NO	NO	NO	NO	
49	Sacramento County Dept. of Health	YES	NO	NO		YES	NO	NO	NO	YES	NO	YES	Breastfeeding Health Fair for all pregnant and BF women
50	San Benito Health Foundation	YES	YES	YES		YES	YES	YES	YES	YES	YES	YES	Display in waiting area included: Artwork depicting what baby would say about mom BF/how mom feels when BF. Entries then displayed around center, and other moms chose winner. Gift incentives for BF moms. Drawings/Give-aways for BF moms in waiting area, 2-3X day, 1 day a week. Display of 10 steps to successful BF and thank you letter from baby to BF mom.
51	San Bernadino County	YES	NO	NO		YES	NO	NO	NO	YES	NO	YES	Celebration at WIC sites for BF moms
52	San Diego State Univ Foundation	YES	NO	NO		YES	NO	NO	NO	YES	YES	YES	WBW raffle for BF moms. Grand Opening of BF room at Vista Site. BF Hall of Fame in WIC sites. Banners in all WIC sites. Give out incentive gift packs to all BF women. BF Health Fair at local hospital. Created newsletter about BF resources. BF training for all MCH staff.
53	San Francisco City & County	NO	NO	NO		NO	YES	NO	NO	NO	NO	YES	Honored Peer Counselors with a "Celebration" lunch. Passed out certificates to BF moms, utilized BF stickers.
54	San Joaquin Co. Public Health	YES	YES	NO		YES	NO	NO	NO	NO	NO	YES	Submitted article for the Health Agency Newsletter, CHDP Newsletter, displayed BF posters/information at local hospitals/clinics. Provided "BF Discharge" Packets for new mothers during this week at all local area hospitals.
55	San Luis Obispo County	YES	YES	NO		YES	YES	NO	NO	NO	NO	YES	
56	San Mateo County	NA	NA	NA		NA	NA	NA	NA	NA	NA	NA	
57	San Ysidro Health Center	YES	YES	NO		YES	YES	NO	NO	NO	NO	YES	Presentation to pregnant and BF women
58	Santa Barbara Co. Health Care	YES	YES	YES*		YES	NO	YES	NO	NO	YES	YES	Spot on Spanish Radio station in Santa Maria. BF pin for WIC staff. Famous BF person in SB Newspaper Contest. Book Display at local bookstore. Special BF support class
59	Santa Clara County WIC Program	YES	YES	NO		YES	NO	NO	NO	NO	NO	NO	
60	Scripps Health-Mercy Hospital	YES	NO	NO		YES	NO	NO	NO	NO	NO	NO	
61	Shasta Co. Dept. of Public Health	YES	NO	NO		YES	YES	YES	NO	NO	YES	YES	BF book displays at local bookstores. Celebration to honor BF WIC moms, BF peer counselors, and recognize BF friendly businesses(identified by community-wide survey of BF attitudes and practices in the business community)
62	Sierra Co. Human Services	YES	YES	NO		YES	NO	NO	NO	NO	NO	NO	
63	Siskiyou County	YES	YES	NO		YES	YES	NO	NO	YES	NO	YES	BF info displayed throughout the county. Baby Friendly Rest Stop at the County Fair.
64	Solano Co. Health & Human Services	YES	YES	NO		YES	NO	NO	NO	NO	NO	YES	Gave each BF WIC mom a silk flower and a card of recognition, presented by WIC staff, along with words of encouragement and recognition, during the month of August.
65	Sonoma Co. Dept. Health Service	YES	YES	YES*	Health Care Providers in collaboration with BF Coalition	YES	YES	NO	NO	YES	YES	YES	Regular monthly drawing for BF moms
66	Sonoma Co. Indian Health PR	YES	YES	NO		YES	NO	NO	NO	YES	YES	YES	Work with Sonoma County BF Coalition to encourage employers to create BF friendly workplaces

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67	Stanislaus Co. DPH.	YES	NO	YES*	Medical Residents	YES	NO	NO	NO	NO	NO	YES	Party with raffle for BF moms
68	Sutter Co. Health Dept.	YES	NO	YES	CHDP Providers	YES	NO	NO	YES	YES	NO	NO	
69	Tiburcio Vasquez Health Center	YES	YES	YES		YES	YES	YES	YES	YES	YES	YES	BF Party for all prenatal participants and full and partial BF moms
70	Toiyabe Indian Health Project	YES	NO	YES*	Medical aides	YES	YES	NO	NO	YES	YES	NO	
71	Trinity County WIC Program	YES	NO	NO		YES	NO	YES	NO	YES	NO	YES	BF info in Community Program Window. BF "Chain of Love" (1st names of moms/children who have ever participated in BF), BF Handouts to all participants
72	Tulare Co. Dept. of Health Svs.	YES	YES	NO		YES	NO	YES	NO	YES	YES	YES	Mailed WBW info to all medical providers in July. Mailed WBW info w/ birth certificates in July-August. WBW Celebration in all prenatal/BF support classes in August
73	Tuolumne County Health Dept.	YES	NO	NO		YES	YES	YES	NO	NO	NO	YES	Distributed BF educational materials, pamphlets, videos, etc to all local health care providers that serve pregnant women, infants and children.
74	United Hlth Ctrs of San Joaquin Vly	YES	NO	NO		NO	NO	NO	NO	NO	NO	YES	BF Reception for BF moms
75	United Indian Health Services	NO	NO	NO		YES	NO	NO	NO	NO	NO	YES	Site Activity: BF Question of the Day w/ prizes. Gifts for BF moms
76	Urban Indian Health Board Inc.	YES	NO	NO		YES	NO	NO	NO	YES	NO	YES	
77	Valley Community Health Center	YES	NO	NO		YES	YES	NO	NO	NO	NO	NO	
78	Ventura County Health Care	YES	YES	NO		YES	NO	NO	NO	YES	YES	NO	
79	Watt's Health Foundation	YES	YES	NO		YES	YES	NO	YES	YES	YES	YES	Exclusive BF enrollment and display contests among sites. Program to congratulate moms at all sites. Display BF info in WIC only stores. Display BF info in community based clinics. Send thank you notes to providers in the community. Gave "thank you for BF cards" and a rose to all BF moms in local agency
80	West Oakland Health Council	YES	NO	NO		NO	NO	NO	NO	YES	NO	YES	
81	Yolo County Dept. Public Health	YES	YES	NO		YES	YES	YES	NO	NO	NO	NO	
	<b>Number of Agencies Implementing Activity</b>	75	42	28		75	39	23	14	41	31	58	
	<b>Percentage of Agencies Implementing Activity</b>	93%	52%	35%		93%	48%	28%	17%	51%	38%	71%	